GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:630
ANSWERED ON:19.07.2017
PMs Programme â€˜Mann Ki Baatâ€™
Marutharajaa Shri R.P.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is implementing the Prime Minister's programme 'Mann Ki Baat';
(b) if so, the number of Broadcasts made in Regional Languages in various radio stations in the country;
(c) the commercial income of Akashwani during the last two years, yearwise;
(d) whether the Government has any data on the number of countries in which the programme was broadcast and listened to and if so, the details thereof; and
(e) whether the Government provides option of any marketing companies and if so, the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a): Prasar Bharati has informed that All India Radio is regularly broadcasting Prime Minister's programme 'Mann Ki Baat'.
(b): The regional versions of the Prime Minister's 'Mann Ki Baat' are originated by the non-Hindi capital AIR Stations immediately after the completion of the original broadcast of 'Mann Ki Baat' on the same day in 18 languages and 33 dialects and these are relayed by all AIR stations including Local Radio Stations in their respective regional languages. The repeat broadcast of the Regional Language Versions on respective Regional networks, takes place at 8.00 p.m on the same day of the broadcast. The English and Sanskrit versions of this broadcast is also carried by AIR, Delhi.
(c) : Revenue earned from 'Mann Ki Baat' programme for the last two years;

Years Revenue Earned
(in Rupees)
2015-16 Rs. 4,78,22,480/-
2016-17 Rs. 5,19,00,000/-

(d): 'Mann Ki Baat' is disseminated on transmitters for domestic audience and through internet and shortwave (SW) transmitters for global listeners.
(e): No, Madam.
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